

MB Docket No. 04-233WUCZ FM and WRKM AM

WUCZ FM
Carthage, TN
Format: Country

Local News

We air TRN (Tennessee Radio Network) 3 minute newscasts Monday Thru Friday at 7 am, 8 am, 12noon, 4pm and 5pm and on Saturdays at 7am, 8am and 12 noon.

Additionally, we make, as needed announcements about business and/or school closings and /or cancellations. We also announce local utility outages, road closures and meetings of local governmental bodies and civic groups.

Local Public Affairs

Local needs are addressed in the form of produced :30 second announcement that air in rotation throughout all day parts and with increased frequency as the date of events approaches.

We are launching a new series of monthly on-air "Conversations with the County Mayor" The program will be presented live during morning drive and will solicit listener interaction. Additionally, we will be inviting local city mayors, utility directors and department heads to come in and discuss issues and open a dialog concerning the "state of the community". Our intent is to get the public involved in the process- let them know how they can best serve their neighbors and allow them a forum to express themselves.

Creating or Selecting Programming

Our station airs Country Music and from the positive listener response we receive while out in the community, and on the phone and in letters and emails we receive, makes us feel confident in our choice of programming. Located in a rural community, we believe the messages and values in the country music we play, most closely match our target audience.

Preemptions:

An issue very important to our community is local sports-we proudly air live our two local High School's football games weekly, from pre-season to post season. We also program WRKM-AM and having the two stations we can air both schools in equal rotation.

Additionally, during football season, we air a two hour call-in talk show on Thursday evenings called "Sports Nuts". Our local coaches, players and those of opposing teams are invited to be a part of the show to discuss last week's games and this week's match-ups. Listener participation is a vital part of this program.

During basketball season we air the girls and boys basketball games from our two local high schools. We also program WRKM-AM and having the two stations we can air both schools in equal rotation.

Being in the "Bible Belt", we open our station to local church programs every Sunday morning from 6a till 12 noon. These are presented live, on cassette or CD or thru a phone hook-up. Although this is paid programming, allowing the churches the opportunity to reach shut-ins and those unable to attend service is an important part of our programming philosophy.

During city and county elections- we simulcast with our sister station WRKM and air political forums, inviting all qualified candidates a chance to introduce themselves and their platforms. Caller interaction is encouraged and welcomed.

Emergency Programming

We make every effort to relay any announcement concerning local emergencies, weather and traffic. We encourage any public utility to contact us with closures and outages and they trust us to "get the word out".

We monitor local television stations and watch for pending storms and traffic problems that may have an impact on our community.

We proudly participate in AMBER and EAS as a monitoring station and know the importance of keeping our listeners safe and informed.

We are a reporting weather monitoring station for the National Weather Service, monitoring temperatures, as well as rain and snow totals. Equipment provided by the NWS in Nashville, Tennessee.

Political Programming

During city and county elections- we simulcast with our sister station WRKM and air political forums, inviting all qualified candidates a chance to introduce themselves and their platforms. Caller interaction is encouraged and welcomed. Letters are sent to all qualified candidates and follow-up phone calls are made. If scheduling becomes an issue- we invite the candidates to participate via telephone and if that is not an option, we present a disclaimer for the candidate prior to any forum.

Whenever an election has direct local interest- local offices, or the Presidential race, we air a live program announcing local voter tallies from local precincts and supplemented by state and national results and election news. Following our local races both winners and losers are invited to stop by the studio or to call in and make acceptance or concession speeches.

Through prerecorded announcements and live comments, we actively encourage voter participation.

Civic, Cultural and Other Community-Responsive Programming

Every Saturday morning, we air "The Tennessee Wildlife and Forestry Program" -a 6 minute program written and produced by our local State Wildlife and Forestry officer.

This program discusses hunting seasons, hunting and fishing permits and burn dates. Additionally, he discusses planting seasons and hints.

We helped organize and promote a local arts and crafts, music and community health fair event called "Rendezvous on The Square with People Who Care." This is a day to showcase local music, local artisans and crafts, civic groups and public services. Additionally health screenings are a focal point of this family event. We take an active role in creating excitement for this all-day event and broadcast live during the day.

We promote the annual Smith County Holiday Open House-an event held to promote and encourage "Shopping At Home" during the Holiday season-to help support local business and keep our tax dollars working at home.

We air "Local Dated PSA's" (:30 second pre-recorded local dated PSA's) a minimum of 12 times a day throughout all day parts.

We have an open-door policy on the nature of these PSA's. As long as they are not promoting a paid event (other than monies that go to charities), we accept PSA's from civic groups, church groups, school organizations, road blocks and non-profit groups.

PSA's are gathered from our local newspaper, faxes, mailings and hand delivered to our office.

We take local issues very serious, any alerts we receive concerning consumer fraud and/or recalls are announced as needed.

Music

Local singer/songwriters and local artists are encouraged to bring their broadcast quality recordings to the station for review and possible airplay. Additionally, we occasionally record local singer/songwriters in-studio and air these recordings. On occasions that we host national artists at area venues, we encourage local artists to audition for consideration as the opening act.

We listen to and play music from the Bluegrass charts and some Christian Country when we feel it adds something positive to our programming.

Each Saturday evening we air a program called "Billy Block's Western Beat Entertainment"- although similar in format, this program stretches our play list focusing on up-and-coming performers and breaking acts, as well as alternative country and a more roots-based music.

On Sunday mornings between Church programs (6a-12noon) we play a mix of Southern Gospel, Praise Music and Christian Country Music.

At least once every month (more as possible) we dedicate an hour to live music during the morning programming. This includes new Nashville acts, nationally known songwriters and well known artists.

Station Participation in Community Activities

We produce and air PSA's received from local civic groups and local organizations. They range from meeting dates and times to needs and concerns. Local contact numbers are announced as needed.

We produce and air PSA's from area schools announcing needs and concerns, school fundraisers and graduations.

We promote and participate in the annual Carthage Lions Club Radio Auction (a 2-night live on-air event) to help raise funds for the Lions Club's activities and to educate our listeners about the Lions Club- its work and membership opportunities

We promote the annual Smith County American Heart Association's Heart Walk. This is done thru an on-air campaign of announcements and in-studio guests discussing the walk and its benefits.

We announce the location and times of all local blood drives and stress the importance of "giving the gift of life" -extra emphasis is given after any disaster.

We announce the locations of health screenings as well as the locations of meetings for Overeaters Anonymous and Alcoholics Anonymous.

Relay for Life- we promote and participate in the annual "Relay for Life" to raise funds and awareness for the American Cancer Society.

Disaster Relief- announced the needs of Hurricane, Flood and Tornado victims including the locations of drop-off sites and donation numbers.

Player Profiles- each local high school football player is profiled in a: 60 second segment aired twice daily during football season. His team number, parents, accomplishments and future goals are outlined.

We promote the Smith County Soldier Support effort- a web based campaign to show community support for our local troops serving in the Middle East. Our website provides a quick link to the campaign.

Senior Salutes-each year, just prior to graduation - every graduating senior from our two local high schools are profiled. Highlights include parents, accomplishments, and favorites and future plans.

Community Package- throughout the year WUCZ along with local businesses salute our local high school seniors, local farmers, local dairy farmers, our local veterans as well as our local sports teams.

Websites- we use our website to provide additional information, links and phone numbers for events we sponsor and promote.

WRKM FM
Carthage, TN
Format: SPORTS TALK

Local News

We air TRN (Tennessee Radio Network) 3 minute newscasts Monday thru Saturday at 10 am and 4pm

Our local news segments include community and church happenings, local birthdays and local obituary announcements.

Each Wednesday, we air on an alternating basis, programs provided by the local 4-H and University of Tennessee Extension Office

Additionally, we make as needed, announcements about business and/or school closings and /or cancellations. We also announce local utility outages, road closures and meetings of local governmental bodies and civic groups.

Local Public Affairs

Local needs are addressed in the form of produced local PSA's focusing on local events, charities and civic groups. Additionally, church groups are encouraged to submit announcements for meeting times, decoration services, revivals and fund raisers.

Creating or Selecting Programming

Our station airs Sporting News Network - Sports has been and continues to be an important part of the lives of our listeners. This format is a perfect compliment to our FM's Country format and is a nice addition to the local high school sports programming we present.

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